

Application No.: 09/505,915  
Amendment dated: June 4, 2004  
Reply to Office Action of: December 4, 2003

**IN THE CLAIMS:**

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Currently Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one of a plurality of vendor sites, at least certain of said buyers having addresses for electronic communication, comprising:

an interface for facilitating interaction of interested buyers with vendor sites via an on-line computer service ~~with a vendor site~~,

an input system for use by the interested buyers to provide input data including data to designate at least one area of commercial interest relating to a merchandise or service,

a control system for processing the input data to isolate at least one ~~isolating a~~ select vendor site from the plurality of vendor sites based on ~~associated with~~ the area of commercial interest designated by an interested buyer,

a memory in communication with the select vendor site for storing identification data of the interested buyer in association with said area of commercial interest designated by the buyer;

whereby the control system electronically outputs to an indicated address for electronic communication relating to the interested buyer, an indication regarding said area of interest including select video data presentations including dynamic video data or high resolution freeze frame video data and text data.

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18. (Previously Presented) The commercial transaction system of claim 17 wherein at least one area of interest is designated by unique product codes.

19. (Previously Presented) The commercial transaction system of claim 17 wherein at least one area of interest is designated by product class codes.

20. (Previously Presented) The commercial transaction system of claim 17 wherein at least one area of interest is a specific product.

21. (Previously Presented) The commercial transaction system of claim 17 wherein the control system for isolating the select vendor site utilizes purchase data.

22. (Currently Amended) The commercial transaction system of claim 17 wherein the control system[[s]] **communication with a** for isolating the select vendor site utilizes cost data.

23. (Currently Amended) The commercial transaction system of claim 17 wherein the control system for isolating the select vendor site utilizes **qualification price** data.

24. (Canceled)

25. (Currently Amended) The commercial transaction system of claim [[17]] **22** wherein the control system ~~or the vendor site determines~~ **indicates** the highest offer from interested buyers.

26. (Currently Amended) The commercial transaction system of claim 23 wherein the control system further considers factors in addition to **qualification data price**.

27. (Currently Amended) The commercial transaction system of claim 26 wherein said other factors include[[s]] **merchandise codes** ~~the vendor rating~~.

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28. (Currently Amended) The commercial transaction system of claim ~~[[26]]~~ 27 wherein said other factors include~~[[s]]~~ merchandise codes ~~the vendor delivery status~~.

29. (Previously Presented) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by an electronic mail communication (e-mail).

30. (Previously Presented) The commercial transaction system of claim 29 wherein the addresses for said electronic communication are electronic mail addresses.

31. (Previously Presented) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a telephonic communication.

32. (Previously Presented) The commercial transaction system of claim 31 wherein the addresses for said telephonic communication are telephone numbers for the buyers.

33. (Previously Presented) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a recorded voice message.

34. (Previously Presented) The commercial transaction system of claim 17 wherein the recorded voice message is voicemail.

35. (Previously Presented) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by an electronic bulletin board.

36. (Previously Presented) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by facsimile.

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37. (Previously Presented) The commercial transaction system of claim 36 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

38. (Previously Presented) The commercial transaction system of claim 17 wherein an address for electronic communication is obtained for at least certain of said interested buyers from an on-line computer service.

39. (Previously Presented) The commercial transaction system of claim 17 wherein an address for electronic communication is provided during a registration phase.

40. (Previously Presented) The commercial transaction system of claim 17 wherein an address for electronic communication is obtained automatically from the system.

41. (Canceled)

42. (Previously Presented) The commercial transaction system of claim 17 wherein the control system outputs an indication to said buyers by a video download of information.

43. (Previously Presented) The commercial transaction system of claim 42 wherein the control system or the vendor site outputs an indication to said buyers further including audio.

44. (Previously Presented) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

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45. (Previously Presented) The commercial transaction system of claim 44 wherein the control system or the vendor site outputs an indication to said buyers by dynamic video relating to the area of interest.

46. (Previously Presented) The commercial transaction system of claim 17 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

47. (Previously Presented) The commercial transaction system of claim 46 wherein the indication further includes audio with the still picture information.

48. (Previously Presented) The commercial transaction system of claim 17 further including a response system to permit buyers to contact said commercial transaction system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

49. (Previously Presented) The commercial transaction system of claim 48 further including a reference locator indication, wherein certain buyers enter the reference locator via the input system.

50. (Previously Presented) The commercial transaction system of claim 17 further including an image display system for presenting high resolution still images to said interested buyers upon contact of said system, after the communication of the indication to said potential buyers regarding said area of interest.

51. (Previously Presented) The commercial transaction system of claim 50 further including an audio system for providing audio to at least said potential buyers.

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52. (Previously Presented) The commercial transaction system of claim 17 further including a dynamic video display system for presenting dynamic video to said interested buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

53. (Previously Presented) The commercial transaction system of claim 17 further including a text system for providing the text data.

54. (Previously Presented) The commercial transaction system of claim 17 further including an audio system for providing audio.

55. (Previously Presented) The commercial transaction system of claim 54 wherein the audio system provides at least voice as part of the audio.

56. (Previously Presented) The commercial transaction system of claim 17 further including an inventory control system.

57. (Previously Presented) The commercial transaction system of claim 56 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

58. (Previously Presented) The commercial transaction system of claim 17 further including an electronic data interchange capability for facilitating said commercial transactions.

59. (Previously Presented) The commercial transaction system of claim 17 further including a priority determination system.

60. (Previously Presented) The commercial transaction system of claim 59 wherein the priority determination system includes a random number generator.

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61. (Previously Presented) The commercial transaction system of claim 59 wherein the priority determination system includes a priority numbering system.

62. (Previously Presented) The commercial transaction system of claim 59 wherein the priority determination system rotates among subsets of said buyers.

63. (Previously Presented) The electronic commercial transaction system of claim 17 wherein at least certain buyers are adapted to access said system via an on-line computer service.

64. (Previously Presented) The commercial transaction communication system of claim 63 wherein the identification data is obtained for at least certain buyers from said on-line computer service.

65. (Currently Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested buyer or buyers and at least one or more vendor or vendor sites, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for facilitating interaction of interested buyers with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

an input system for use by the interested buyers to designate at least one area of commercial merchandise or services interest,

a memory for storing vendor data for a plurality of vendors that are classified according to specific merchandise or services, and

a control system for providing access to a select vendor from the vendor sites based on the area of commercial merchandise or services interest entered by the buyer and accordingly interconnecting the selected vendor with the buyer for electronic

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communication including transmitting video data from stored video relating to the area of **commercial merchandise or services** interest **the video data** including dynamic video data or high resolution freeze frame video data and text data, the control system also providing the buyer with an identification number to identify a particular transaction.

66. (Previously Presented) The commercial transaction system of claim 65 wherein at least one area of interest is designated by unique product codes.

67. (Previously Presented) The commercial transaction system of claim 65 wherein at least one area of interest is designated by product class codes.

68. (Previously Presented) The commercial transaction system of claim 65 wherein at least one area of interest is a specific product.

69. (Previously Presented) The commercial transaction system of claim 65 wherein the control system for providing access to the select vendor utilizes purchase data.

70. (Currently Amended) The commercial transaction system of claim 65 wherein the control system for **communicating with** ~~providing access to~~ the select vendor utilizes cost data.

71. (Currently Amended) The commercial transaction system of claim 65 wherein the area of interest designated by the interested buyers includes **price qualification** data.

72. (Previously Presented) The commercial transaction system of claim 65 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested buyers will pay.

73. (Previously Presented) The electronic commercial transaction system of claim 65 wherein the control system imposes at least one limitation on access by the interested buyers.



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74. (Currently Amended) The commercial transaction system of claim 71 wherein the control system for providing access to the select vendor further considers other factors in addition to qualification data ~~price~~.

75. (Currently Amended) The commercial transaction system of claim 74 wherein said other factors include merchandise data ~~the vendor rating~~.

76. (Currently Amended) The commercial transaction system of claim 74 wherein said other factors include merchandise codes ~~the vendor delivery status~~.

77. (Previously Presented) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers by electronic mail (e-mail).

78. (Previously Presented) The commercial transaction system of claim 77 wherein the addresses for electronic communication is an electronic mail address.

79. (Previously Presented) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers by a telephonic communication.

80. (Previously Presented) The commercial transaction system of claim 79 wherein the addresses for electronic communication is a telephone number.

81. (Previously Presented) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by a recorded voice message.

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82. (Previously Presented) The commercial transaction system of claim 65 wherein the recorded voice message is voicemail.

83. (Previously Presented) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

84. (Previously Presented) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by facsimile.

85. (Previously Presented) The commercial transaction system of claim 84 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

86. (Previously Presented) The commercial transaction system of claim 65 wherein an address for electronic communication is obtained for at least certain of said interested buyers from an on-line computer service.

87. (Previously Presented) The commercial transaction system of claim 65 wherein an address for electronic communication is provided during a registration phase.

88. (Previously Presented) The commercial transaction system of claim 65 wherein an address for electronic communication is obtained automatically from the system.

89. (Previously Presented) The commercial transaction system of claim 65 wherein the control system or the vendor site electronically outputs the indication to a certain subset of the interested buyers.

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90. (Previously Presented) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

91. (Previously Presented) The commercial transaction system of claim 90 wherein the control system outputs an indication to said buyers further including audio.

92. (Previously Presented) The commercial transaction system of claim 65 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

93. (Previously Presented) The commercial transaction system of claim 92 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

94. (Previously Presented) The commercial transaction system of claim 65 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

95. (Previously Presented) The commercial transaction system of claim 94 wherein the indication further includes audio with the still picture information.

96. (Previously Presented) The commercial transaction system of claim 65 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

97. (Previously Presented) The commercial transaction system of claim 96 further including a cross reference number to identify transactions relating to the areas of interest.

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98. (Previously Presented) The commercial transaction system of claim 65 further including an image display system for presenting high resolution still images to said interested buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of interest.

99. (Previously Presented) The commercial transaction system of claim 98 further including an audio system for providing audio to at least said buyer.

100. (Previously Presented) The commercial transaction system of claim 65 further including a dynamic video display system for presenting dynamic video to said interested buyer upon contact of said system after the communication of the indication to said buyer regarding said area of interest.

101. (Previously Presented) The commercial transaction system of claim 65 further including a text system for providing text.

102. (Previously Presented) The commercial transaction system of claim 65 further including an audio system for providing audio.

103. (Previously Presented) The commercial transaction system of claim 102 wherein the audio system provides at least voice.

104. (Previously Presented) The commercial transaction system of claim 65 further including an inventory control system.

105. (Previously Presented) The commercial transaction system of claim 104 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

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106. (Previously Presented) The commercial transaction system of claim 65 further including an electronic data interchange capability for facilitating said commercial transactions.

107. (Previously Presented) The commercial transaction system of claim 65 further including a priority determination system.

108. (Previously Presented) The commercial transaction system of claim 106 wherein the priority determination system includes a random number generator.

109. (Previously Presented) The commercial transaction system of claim 106 wherein the priority determination system includes a priority numbering system.

110. (Previously Presented) The commercial transaction system of claim 106 wherein the priority determination system rotates among subsets of said buyers.

111. (Previously Presented) The commercial transaction communication system of claim 65 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

112. (Currently Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between at least one or more possibly interested ~~buyer or~~ buyers and at least one or more ~~vendor or~~ vendor sites, at least certain of said buyers having addresses for electronic communication, the electronic commercial transaction system being adapted for use with an on-line computer service, comprising:

an interface for interaction with said electronic commercial transaction system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

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an input system for use by a buyer to designate at least one area of commercial merchandise services interest, ~~and to provide data that where the one area of commercial interest~~ includes an indication of the maximum price that ~~the~~ buyers are willing to pay for a commercial product or service ~~of commercial interest~~,

a memory for storing input identification data of an interested buyer in association with said at least one designated area of commercial merchandise or services interest,

a high resolution still image system to provide images relating to the designated area of commercial merchandise or services interest to said ~~possibly~~ interested buyer, and

a control system for isolating from the ~~interested buyers~~ vendors ~~that are~~ identified to the commercial transaction system, at least one vendor ~~buyer~~ associated with the area of commercial merchandise or services interest ~~including the maximum price the buyer is willing to pay~~, and electronically outputting to an address for electronic communication relating to the buyer an indication regarding said area of commercial merchandise or services interest including related ~~the~~ images ~~relating to the designated area of interest, said the~~ buyer using the input system for manipulating an image provided by the high resolution still image system relating to the area of commercial interest.

113. (Currently Amended) The commercial transaction system of claim 112 wherein at least one area of interest is designated by unique ~~product~~ codes.

114. (Currently Amended) The commercial transaction system of claim 112 wherein at least one area of commercial merchandise or services interest is designated by ~~product~~ class codes.

115. (Currently Amended) The commercial transaction system of claim 112 wherein at least one area of commercial merchandise or services interest is a specific product.

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116. (Currently Amended) The commercial transaction system of claim 112 wherein the control system for isolating those potential buyers vendors utilizes purchase data.

117-120. (Canceled)

121. (Previously Presented) The commercial transaction system of claim 118 wherein the control system for isolating those potential buyers further includes other factors in addition to price.

122. (Canceled)

123. (Previously Presented) The commercial transaction system of claim 121 wherein said other factors includes the vendor delivery status.

124. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by an electronic mail (e-mail).

125. (Previously Presented) The commercial transaction system of claim 124 wherein the addresses for electronic communication is an electronic mail address.

126. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a telephonic communication.

127. (Previously Presented) The commercial transaction system of claim 126 wherein the addresses for electronic communication is a telephone number.

128. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a recorded voice message.

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129. (Previously Presented) The commercial transaction system of claim 112 wherein the recorded voice message is voicemail.

130. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by an electronic bulletin board.

131. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by facsimile.

132. (Previously Presented) The commercial transaction system of claim 131 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

133. (Previously Presented) The commercial transaction system of claim 112 wherein an address for electronic communication is obtained for at least certain of said buyers from an on-line computer service.

134. (Previously Presented) The commercial transaction system of claim 112 wherein an address for electronic communication is provided during a registration phase.

135. (Previously Presented) The commercial transaction system of claim 112 wherein an address for electronic communication is obtained automatically from the system.

136. (Previously Presented) The commercial transaction system of claim 89 wherein the control system sends the indication to several subsets of potential buyers in sequence.



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137. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

138. (Previously Presented) The commercial transaction system of claim 137 wherein the control system outputs an indication to said buyers further including audio.

139. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

140. (Previously Presented) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers by dynamic video relating to the area of interest.

141. (Currently Amended) The commercial transaction system of claim 112 wherein the control system outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of **commercial merchandise or services** interest.

142. (Previously Presented) The commercial transaction system of claim 141 wherein the indication further includes audio with the still picture information.

143. (Currently Amended) The commercial transaction system of claim 112 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of **commercial merchandise or services** interest.

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144. (Currently Amended) The commercial transaction system of claim 143 further including a cross reference number to identify transactions relating to the areas of **commercial merchandise or services** interest.

145. (Currently Amended) The commercial transaction system of claim 112 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of **commercial merchandise or services** interest.

146. (Previously Presented) The commercial transaction system of claim 145 further including an audio system for providing audio to at least said buyer.

147. (Currently Amended) The commercial transaction system of claim 112 further including a dynamic video display system for presenting dynamic video to said potential buyer upon contact of said system after the communication of the indication to said buyer regarding said area of **commercial merchandise or services** interest.

148. (Previously Presented) The commercial transaction system of claim 112 further including a text system for providing text.

149. (Previously Presented) The commercial transaction system of claim 112 further including an audio system for providing audio.

150. (Previously Presented) The commercial transaction system of claim 149 wherein the audio system provides at least voice.

151. (Previously Presented) The commercial transaction system of claim 112 further including an inventory control system.

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152. (Previously Presented) The commercial transaction system of claim 151 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of interest is unavailable for ordering.

153. (Previously Presented) The commercial transaction system of claim 112 further including an electronic data interchange capability for facilitating said commercial transactions.

154. (Previously Presented) The commercial transaction system of claim 112 further including a priority determination system.

155. (Previously Presented) The commercial transaction system of claim 154 wherein the priority determination system includes a random number generator.

156. (Previously Presented) The commercial transaction system of claim 154 wherein the priority determination system includes a priority numbering system.

157. (Previously Presented) The commercial transaction system of claim 154 wherein the priority determination system rotates among subsets of said buyers.

158. (Previously Presented) The commercial transaction communication system of claim 112 wherein the identification data is obtained for at least certain of said buyers from said on-line computer service.

159. (Currently Amended) An electronic commercial transaction system for selectively enabling communications via a communication network between ~~at least~~ one or more possibly interested buyer or buyers and ~~at least~~ one or more vendor or vendor sites, ~~at least~~ certain of said buyers having addresses for electronic communication, the system being adapted for use with an on-line computer service, comprising:

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an interface for facilitating interaction of said interested buyers with said system, at least one said buyer adapted for utilizing an on-line computer service as at least a portion of said interface,

a dynamic video and audio system for providing video and audio at least from said electronic commercial transaction system to said possibly interested buyer,

an input system for use by interested buyers to designate at least one area of commercial **merchandise or services** interest,

a control system for isolating from the vendor sites that are identified to the commercial transaction system, at least one vendor site associated with an area of commercial **merchandise or services** interest,

a memory in association with the one vendor site for storing identification data of an interested buyer in association with said at least one designated area of commercial **merchandise or services** interest ,

a control system electronically outputs to an address for electronic communication relating to a potential buyer, an indication to said buyer regarding said area of **commercial merchandise or services** interest, including a notification of availability of sales presentations of the one or more vendors wherein the sales presentation includes stored video relating to the area of interest including dynamic video data or high resolution freeze frame video data and text data.

160. (Previously Presented) The commercial transaction system of claim 159 wherein at least one area of interest is designated by unique product codes.

161. (Currently Amended) The commercial transaction system of claim 159 wherein at least one area of **commercial merchandise or services** interest is designated by product class codes.

162. (Currently Amended) The commercial transaction system of claim 159 wherein at least one area of **commercial merchandise or services** interest is a specific product.

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163. (Previously Presented) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site utilizes purchase data.

164. (Previously Presented) The commercial transaction system of claim 159 wherein the control system for communicating with ~~isolating the~~ select vendor site utilizes cost data.

165. (Currently Amended) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site utilizes qualification price data.

166. (Previously Presented) The commercial transaction system of claim 159 wherein the control system for isolating the select vendor site takes into consideration certain limitations that may be imposed with respect to certain buyers.

167. (Previously Presented) The commercial transaction system of claim 159 wherein the area of interest designated by the interested buyers includes the maximum amount that the interested buyers will pay.

168. (Currently Amended) The commercial transaction system of claim 165 wherein the control system for isolating the select vendor site further includes other factors in addition to qualification data price.

169. (Currently Amended) The commercial transaction system of claim 168 wherein said other factors includes merchandise or services data ~~the vendor rating~~.

170. (Currently Amended) The commercial transaction system of claim 168 wherein said other factors includes ~~includes the vendor delivery status~~.

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171. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by an electronic mail (e-mail).

172. (Previously Presented) The commercial transaction system of claim 171 wherein the addresses for electronic communication is an electronic mail address.

173. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by a telephonic communication.

174. (Previously Presented) The commercial transaction system of claim 173 wherein the addresses for electronic communication is a telephone number.

175. (Previously Presented) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by a recorded voice message.

176. (Previously Presented) The commercial transaction system of claim 159 wherein the recorded voice message is voicemail.

177. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by an electronic bulletin board.

178. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by facsimile.

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179. (Previously Presented) The commercial transaction system of claim 178 wherein an address for electronic communication is a telephone number associated with a facsimile machine.

180. (Previously Presented) The commercial transaction system of claim 159 wherein an address for electronic communication is obtained for at least certain of said buyers from an on-line computer service.

181. (Previously Presented) The commercial transaction system of claim 159 wherein an address for electronic communication is provided during a registration phase.

182. (Previously Presented) The commercial transaction system of claim 159 wherein an address for electronic communication is obtained automatically from the system.

183. (Previously Presented) The commercial transaction system of claim 159 wherein the address for electronic communication is obtained by ANI.

184. (Previously Presented) The commercial transaction system of claim 159 wherein the control system outputs an indication to said buyers by a video download of information relating to the area of interest.

185. (Previously Presented) The commercial transaction system of claim 184 wherein the control system or the vendor site outputs an indication to said buyers further including audio.

186. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by video including information depicting at least in part the products or services relating to the area of interest.

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187. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers by dynamic video relating to the area of interest.

188. (Previously Presented) The commercial transaction system of claim 159 wherein the control system or the vendor site outputs an indication to said buyers at least in part by still picture information depicting at least in part the products or services relating to the areas of interest.

189. (Previously Presented) The commercial transaction system of claim 188 wherein the indication further includes audio with the still picture information.

190. (Previously Presented) The commercial transaction system of claim 159 further including a response system to permit buyers to contact said system in response to receipt of said indication to said buyers regarding materials relating to the areas of interest.

191. (Previously Presented) The commercial transaction system of claim 190 further including a cross reference number to identify transactions relating to the areas of interest.

192. (Currently Amended) The commercial transaction system of claim 159 further including an image display system for presenting high resolution still images to said potential buyer upon contact of said system, after the communication of the indication to said buyer regarding said area of **commercial merchandise or services** interest.

193. (Previously Presented) The commercial transaction system of claim 192 further including an audio system for providing audio to at least said buyer.

194. (Currently Amended) The commercial transaction system of claim 159 further including a dynamic video display system for presenting dynamic video to said potential buyer



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upon contact of said system after the communication of the indication to said buyer regarding said area of commercial merchandise or services interest.

195. (Previously Presented) The commercial transaction system of claim 159 further including a text system for providing text.

196. (Previously Presented) The commercial transaction system of claim 159 further including an audio system for providing audio.

197. (Previously Presented) The commercial transaction system of claim 196 wherein the audio system provides at least voice as part of the audio.

198. (Previously Presented) The commercial transaction system of claim 159 further including an inventory control system.

199. (Currently Amended) The commercial transaction system of claim 198 further including a notification prevention system when said inventory control system indicates that the product or service corresponding to the area of commercial merchandise or services interest is unavailable for ordering.

200. (Previously Presented) The commercial transaction system of claim 159 further including an electronic data interchange capability for facilitating said commercial transactions.

201. (Previously Presented) The commercial transaction system of claim 159 further including a priority determination system.

202. (Previously Presented) The commercial transaction system of claim 201 wherein the priority determination system includes a random number generator.

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203. (Previously Presented) The commercial transaction system of claim 201 wherein the priority determination system includes a priority numbering system.

204. (Previously Presented) The commercial transaction system of claim 201 wherein the priority determination system rotates among subsets of said buyers.

205. (Previously Presented) The commercial transaction communication system of claim 159 wherein the identification data is obtained for at least certain of said buyers from said on-line computer service.